

Public Perception of the Quality of Public Service at Gowa Regency Government Office, Indonesia

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Abstract: *Expected service (expected service) consumers, in this case, are the public, or public and services received or perceived (perceived service) by the community or observed results. The purpose of research is to analyze (1) Is there an influence of service quality (reliability, responsiveness, assurance, empathy, and tangible) to the satisfaction of public service. The research method used is quantitative by using a questionnaire to obtain primary data of research. Variables in this research consist of reliability, responsiveness, confidence, empathy, and tangible as independent variable and variable of public service satisfaction as binding. The population in this study are Bajeng Regency of Gowa Province of South Sulawesi Province with a sample of 143 respondents used. Sampling Techniques used was accidental sampling a sampling technique. Data in this research processed by using SPSS. The results showed that of the five independent variables obtained variable reliability has a dominant positive influence on public services. This critical value indicates that increasing reliability will affect the level of public services. The positive value of reliability shows that its reliability is high, followed by the improvement of public services. In general, the image of public services in Indonesia, from ancient times until now, is more dominant on the negative side than the positive side. Many factors that cause the function to the public or public is still not so professional. The duty of the state, as well as the servants of society to change the paradigm to serve, is not to help.*

Keywords: Reliability, Responsiveness, Confidence, Empathy, and Tangible

1. Introduction

Public service is one of the indicators to measure the quality of an organization [1]; [2]; [3]; [4]. In 2013, Indonesia was in the 121st rank of 187 countries [5]. The public service in Indonesia is inferior to Malaysia, its neighborhood country. The low quality of organizational education in Indonesia demands concrete solutions to improve the quality of organizations to meet up the expectations [6]–[13]. According to [14], to increase the service quality, there are 5 (five) indicators, they are: 1) tangibles, 2) reliability, 3) responsiveness, 4) confidence, and 5) empathy. Furthermore, they must be by the rules so there will be a cooperation between the regulations and other related aspects.

Aspects of tangibles include a variety of indicators: the appearance of the officer while serving the customer, the convenience of the service and the ease of process and access the service. The service user's perception of this aspect is consistent with the convenience of service delivery that has felt before. The second aspect is reliability in service delivery. This quality indicator characterized by the accuracy of the officer in serving the customer as well as the existence of clear service standard.

The third aspect is the responsiveness of service providers when society needs service. The speed and precision of service delivery is an indicator of the service provider's responsiveness. The fourth aspect is the guarantee of timeliness in service and financing that is certain and unchanged. The fifth aspect is the ability of the officer to show empathy to the customer. Floury indicators are friendly, polite, and non-discriminatory.

This review outlines the quality of service at the Gowa Registration Administration Office is a favorite place where people in South Sulawesi love to visit [15]. The city also attracts foreign tourists. However, the city needs an

improvement in its public services so that it is not only well-known because of the natural wealth but also due to its satisfying public services.

It is one of the causes that makes the public service does not run very well. Some inadequacies that should be improved are 1) the lack of the awareness of the civil officers to give the best service to the community, 2) the low level of human resources, 3) the concrete efforts that are not maximally conducted by policyholders or stakeholders in giving the right solutions to improve the public services[16]. Those problems inevitably demand immediate answers that have positive impacts in the future, either in the short-time, mid-term or in the long-term.

The new paradigm of public services puts the public as the service user and the government as the public servant, and the government should monitor and pay attention to the satisfaction and opinion of the community as the party served[17].

The Public Service regulates the principles of good governance which are the effectiveness of the functions of government itself. Effective public services by governments or cooperatives can strengthen democracy and human rights, promote economic prosperity, social cohesion, reduce poverty, improve environmental protection, wisdom in the utilization of natural resources deepen trust in government and public administration. One of which included in public service/public service[18].

According to[19], states that the key to success in the future competition is to provide quality services to the public, to ensure responsible government image and accountability. The community hopes that local governments can provide quality services by conducting efficient and effective activities by emphasizing value-added activities from the social and cost side.

Quality services can only achieve through the earnest efforts of service components, by providing effective and efficient services. These aspects include the process of reaching the right targeted servants according to the needs of the community, the provision of accurate, fast and timely service, straightforward and uncomplicated administrative procedures, and equipment and service facilities are available sufficiently and should not use modern technology require expensive investment funds[14].

2. Method

2.1. Research approach

The approach used is quantitative research is a method of study that emphasizes the phenomena that are objective and used to examine the population or specific samples, sampling techniques did randomly, data collection using research instruments, data analysis is quantitative/statistic with the aim to test the hypothesis set. The results of the study are generalizations and predictions based on the results of measurements that the truth of the effects of his research supported by the validity of ways/tools used.

2.2. Population and sampling

The research conducted in the District BajengGowaRegency of South Sulawesi province. The population in this study are all people who perform activities at sub-district office Bajeng with a sample of 143 respondents used. Sampling Techniques used was accidental sampling is a sampling technique based on factors of spontaneity, which means that anyone who accidentally meet with investigators and by the characteristics (characteristics), then that person can used as a sample (respondents) to the number of samples met.

2.3. Research variable

- Reliability (X_1)
Reliability as an independent variable. The reliability or reliability variables in the study defined as the ability to deliver the promised services accurately and reliably. Indicators include: (a) Appropriateness of keeping promises in the service; (b) Timeliness in service; (c) Compliance in the implementation of the service; (d) Public concern; (e) Seriousness in the service.
- Responsiveness (X_2)
Responsiveness as a free variable. Variable responsiveness or reactivity in this study defined as all the will to help and provide services that quickly or responsive and appropriate to the public with the delivery of precise information. The indicators are: (a) clarity of information; (b) the speed of service; (c) the accuracy of service; (d) willingness to assist; (e) readiness to respond.
- Assurance (X_3)
Assurance as an independent variable. The assurance or assurance variables in this study defined as knowledge, courtesy, and the ability to cultivate public confidence in companies and companies can create a sense of security for the public. Indicators of assurance variables are: (a) trust; (b) sense of security; (c) comfort; (d) decency; (e) insurance coverage.

- Empathy (X_4)
Empathy as an independent variable. The empathy variables in this study defined as giving real and individualized and personal attention given to the community by seeking to understand. The indicators of this variable are: (a) individual attention; (b) comfortable operating hours; (c) understanding of specific needs; (d) building interest; (e) suitability of working hours.
- Tangibles (X_5)
Tangibles as an independent variable. Variable tangibles or physical evidence is the ability to show its existence to external parties. Indicators of this variable are (a) the type of equipment; (b) where the payment is within easy reach; (c) the facilities provided; (d) tidiness of officers; (e) brochure material.
- Public Service (Y)
Dependent variables often referred to as output variables, criteria, consequent. In the Indonesian language often seen to as a dependent variable. The dependent variable is the variable that is affected or the result, because of the free variable[20]. The dependent variable in this research is public service. The public gave public service variables in this study defined as a response or response after receiving services measured by using score 5 for "very satisfied and 1 for" very dissatisfied."

2.4. Data Collection

Techniques Data collection used in this study are observation and Questionnaire / Questionnaire. Observation techniques used to refine the data obtained from the respondent or as a support to justify such as direct observation on administrative services and public bill payments by federal bills. While questionnaires/questionnaires used to collect data by distributing a list of questions made based on indicators of research variables

2.5. Analysis of statistical data

The method of analysis used in this study is multiple regression testing. Multiple regression testing performed after the model of this study meets the requirements of the classical assumption. These conditions must distribute, not containing multicollinearity, and heteroscedastic. Therefore, it is necessary to test the standard assumption consisting of multicollinearity test, normality test, autocorrelation test, and heteroskedastic test before performing hypothesis testing. Also, the descriptive statistical analysis needed to provide a clearer picture of the data. Data in this research processed by using SPSS (Statistic Package for The Social Science) version 21.0.

3. Result and Discussion

Table 1 shows the results of multiple linear regression analysis with regression coefficient output. Then to determine that the value is significant or cannot seen from the probability value (Sig.) Which if < 0.05 means significant or influential and if > 0.05 means not significant or no effect.

Table 1: Public service binds the regression coefficient of the variable

<i>Variables</i>	<i>Regression Coefficient</i>	<i>Probability (Sig.)</i>
Reliability	0.673	< 0.05
Responsiveness	0.531	> 0.05
Assurance	0.443	> 0.05
Empathy	0.544	> 0.05
Tangibles	0.625	< 0.05

Excellent quality of public service is the hope of any community. In perceiving the variety of the public services in Bajeng Sub-district of Gowa Regency, the researchers divided the community perception into 5 (five) aspects, they are 1) Reliability, 2) Responsiveness, 3) Confidence, 4) Empathy, and 5) Tangible. From the results of the analysis can then described into several hypotheses as follows:

3.1. Influence of variable reliability (X_1) to public service

From the results of this study can see that the variable reliability has a positive and significant impact on public services. This considerable value indicates that increased reliability affects the level of public service. The limited amount of loyalty suggests the better the safety given; improved public services will follow it.

Reliability aspect gives an impression that the service officers have performed their assignments well. The activities engaged in the reliability aspects are such as providing the services at the expected time, the proper fees, and the openness in giving service information to the people[21]. From the reliable service executions, confidence will arise from the community on the services conducted by the government.

3.2. Influence of variable responsiveness (X_2) to public service

The results of this study can find that the variable responsiveness has a positive and insignificant effect on public service. This negligible value indicates that increased responsiveness does not affect the level of public services. The specific amount of the responsiveness shows the better; the better public service improvement will follow the responsiveness.

According to [22], responsiveness about willingness to help the public and provide timely service. In this case the ability of the employees to maintain the people and respond to their requests, as well as to inform whenever services will give such as asking the public's wish.

Responsiveness aspect is the ability that the service officers or the village officers have in responding to any complaints or the type of services that the people want. Based on the above aspect, the service officers have already responded to every criticism addressed by the community. Also, the charges have also resolved well[23].

3.3. Influence of assurance variable (X_3) to public service

The results of this study can find that the variable assurance has a positive and significant impact on public services. This

significant value indicates that the guarantee affects the level of public service. The specific amount of the warranty shows that the increase of public service will follow the higher the guarantee.

Assurance aspect is the ability that the service officers have in facing any complaints that the people address. It also contains the politeness level in delivering services. It can conclude from this aspect that the service officers have already shown politeness to the people when giving the services. However, the ability was still low, such as technology utilization[24]. Aside from that, the service officers still limited in quantity as well as in the level of education that was still low.

3.4. Influence of empathy variable (X_4) on public service

The result of this research can find that empathy variable has the positive and insignificant effect on public service. This negligible value indicates that empathy does not affect the level of public service. The exact amount of understanding suggests that the increase of public service will follow the higher recognition given.

Empathy aspect is the concern shown by the service officers to the people, so they feel that they respected. The service officers show it about the service giving such as the concern on the complaints that people conveyed by providing the best solution. Not only paying attention to the service that had set, but they also spent social concern among the service officers and the community involved[21].

3.5. Influence of tangible variable (X_5) to public service

The result of this research can find that physical evidence variable has the positive and significant effect on public service. This considerable value indicates that an increase or decrease in physical evidence will affect the level of public service. The correct amount of physical evidence suggests that increasing public service will follow the higher the material evidence given.

Tangible aspect is the availability of facilities, utilities, and communication media that can support the following quality of activities in giving services to people. Based on the research, the facilities in Bajeng Head's Office were not sufficient. They even did not have any internet connection. As a result, it could obstruct the service process as well as slow down the information access[25].

4. Conclusion

People's perception of the quality of public service consists of 5 (five) aspects, they are: 1) Reliability; 2) Responsiveness; 3) Confidence; 4) Empathy; and 5) Tangible. Of the five elements, reliability, responsiveness, confidence, and empathy worked well as the people, or the service receivers expected it. However, the material part has not reached the desired quality as the people expected. One of the reasons could trigger by the lack of supporting facilities, such as unavailability of computers and internet connection.

Meanwhile, three factors influenced the Quality of Public Services in the village head's office; they are: a) limited sources, b) the behaviors of the service officers, c) working procedures. Of the three factors, the practices of the service officer factor have run well since the service officers sincerely did their jobs well without making any discrimination amongst the people. Unfortunately, the limited source factor and the working procedure factor need further improvement. In the defined source factor, some of the developments are in the quality of human resources, the allocation of supporting facilities, and working procedures. The latter needs the progress by setting the standard operating systems in giving service to the people.

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